The Greeting Card Association Brand Guidelines 2020

Please find below all the details you will need to use the new GCA logo.

It is shown in full colour, with pantone details of each colour, also in monochrome and white out.
Generally, it should be used in the Version 1 format, however if you need to reduce the logo to below 40mm
please use V2 so that the strapline text remains clear.
The logo is available in 3 formats, EPS, PSD or jpeg.
If you have any questions please don't hesitate to contact the GCA team on gca@max-publishing.co.uk

LOGO V.1

LOGO V.2

PRIMARY LOGO & USAGE

greeting card association
est 1919
REPRESENTING THE GREETING CARD INDUSTRY FOR OVER 100 YEARS

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COLOURS

Pantone: 7739c	**Pantone:** 1595c	**Pantone:** 526c
CMYK: C86 M12 Y100 K01	**CMYK:** C10 M75 Y100 K01	**CMYK:** C67 M98 Y5 K01
RGB: R64 G153 B75	**RGB:** R213 G92 B25	**RGB:** R107 G54 B134
HEX: #40994b	**HEX:** #cd672f	**HEX:** #6b3686

Pantone: 465c
CMYK: C26 M40 Y73 K03
RGB: R189 G150 B92
HEX: #bd965c

MONOCHROME LOGO

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WHITE OUT LOGO

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